



**CITY OF SURPRISE**  
**Parks and Recreation Advisory Commission**  
**16000 N. Civic Center Plaza**  
**Surprise, AZ 85374**  
 Monday, April 22, 2024 @ 6:00 PM  
**COUNCIL CHAMBERS**

- A. Call To Order
- B. Roll Call
- C. Pledge of Allegiance
- D. Current Events and Reports
- E. Staff Reports
- F. Parks and Recreation Advisory Commission

**CALL TO THE PUBLIC:**

**INSTRUCTIONS:** In order to address the Board\Commission, you will need to fill out a Call to the Public Form available at the front counter, and then turn it in to the Secretary before the meeting begins.

Note: A.R.S. 38-431.01(H) - During this time members of the public may address the Board\Commission only on issues within the jurisdiction of the Board\Commission which are not an item on the agenda. At the conclusion of the open call, the Board\Commission may respond to criticism, may ask staff to review the matter or may ask that the matter be put on a future agenda. No discussion or action shall take place on any item raised.

**CONSENT AGENDA:**

**REGULAR AGENDA ITEM - PUBLIC HEARING:**

**REGULAR AGENDA ITEM - NON-PUBLIC HEARING:**

- |    |          |  |                      |
|----|----------|--|----------------------|
| 1. | Citywide | Consideration and action to approve minutes from January 22, 2024  | Parks and Recreation |
| 2. | Internal | Discussion and action pertaining to selecting a date for the Parks & Recreation Advisory Commission Strategic Plan Workshop. | Parks and Recreation |
- G. Other Business and Future Agenda Items
  - H. Adjournment

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KRISTI PASSARELLI, CITY CLERK

**POSTED:** Friday, April 19, 2024 @ 10:00 AM

**SPECIAL NOTE: PERSONS WITH SPECIAL ACCESSIBILITY NEEDS, INCLUDING LARGE PRINT MATERIALS OR INTERPRETER, SHOULD CONTACT THE CITY CLERK’S OFFICE @ 623.222.1200 OR TTY 623.222.1002, BY NO LATER THAN 24 HOURS IN ADVANCE OF THE REGULAR SCHEDULED MEETING TIME.**



**CITY OF SURPRISE  
Parks and Recreation Advisory Commission**

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Council Meeting Date: April 22, 2024                      Contact Person:  
Submitting Department: Parks and Recreation              District: Citywide  
Staff Recommendations:

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Consent: No              Regular: Yes              Public Hearing: No              Report/Discussion: No

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**Agenda Wording:**

Consideration and action to approve minutes from January 22, 2024

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**Motion:**

I move to approve minutes from January 22, 2024 Parks and Recreation Advisory Commission meeting

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**Background:**

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**Objective Analysis:**

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**Policy Compliant:**

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**Financial Impact:**

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**Budget Impact:**

**FTE Impact:**

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**ATTACHMENTS:**

1. 1.22.24 Minutes
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**CITY OF SURPRISE  
PARKS AND RECREATION ADVISORY COMMISSION**

**Meeting Minutes**

Monday, January 22, 2024 @ 6:00 PM

Parks and Recreation – Conference Room  
15960 N Bullard Ave, SURPRISE, ARIZONA 85374

**CALL TO ORDER**

**A. Roll Call**

Members: Chair Brent Bailey, Vice Chair Patricia Blaisdell, Wayne Turner, Ron Jensen, Matthew Ives

City Staff: Director Holly Osborn, Assistant Director Paul Frie, Assistant Director Shannon Gaul, Parks Maintenance Manager Ian Campbell, Recreation Supervisor James Schultz, Senior Assistant City Attorney Hobie Wingard

**B. Pledge of Allegiance**

**C. Current Events**

The Commission gave kudos to staff for the Veterans Day Parade and Surprise Party for the amount of donations, drone shows and the light display. The Commission also gave kudos to the parks staff for taking such great care of The Fields at Countryside and the Sports department for providing materials electronically and making it easier for parents and coaches to access documents they need.

**D. Staff Reports**

Assistant Director Paul Frie provided a recap on the Veteran’s Day Parade stating that we had 100 entries and will be looking for a new route for next year. Paul also provided a recap on Surprise Party sharing that we were approached by a vendor that utilizes cell phone pings and geofencing to track attendance as well as routes they took to get there and where they went after they left the event. According to their tracking the attendance for each night was 13,000 people on Friday and 15,000 on Saturday. Director Holly Osborn added that we had close to 15,000 visitors throughout the month for Sparkling Surprise.

Paul provided a list of upcoming events including Sunday in the Park on February 15, Cookies & Crafts with Mrs. Bunny on March 16, Eggstravaganza & Adaptive Egg Hunt on March 30.

Director Holly Osborn stated that tracking attendance will help us with projections which will help with marketing the event, vendor registration, staffing and determining if we need to make any changes to the event schedule to better accommodate the community. Overall it helps us better understand if we are meeting needs of the community for special events.

## CALL TO THE PUBLIC / PARKS & RECREATION ADVISORY COMMISSION

None

### CONSENT AGENDA (N/A)

- E. Approval of items on the Consent Agenda  
No items were identified as consent agenda items.
- F. Parks and Recreation Advisory Commission

### REGULAR AGENDA ITEMS – NON-PUBLIC HEARING

#### **Item 1 – CITYWIDE – Consideration and action approving the October 23, 2023 Parks and Recreation Advisory Commission meeting minutes.**

Motion to approve the minutes of the October 23, 2023 Parks and Recreation Advisory Commission meeting as amended Ron Jensen – motioned Wayne Turner, 2<sup>nd</sup> Patricia Blaisdell. 5 yes votes. Motion carried.

#### **Item 2 – CITYWIDE – Discussion pertaining to dog zones at Surprise dog parks.**

Parks Maintenance Manager Ian Campbell gave a presentation on our Surprise dog parks. The presentation included the current issues at the dog parks, survey results, research and city comparisons, municipal code, current signage, new signage and implementation plan.

#### **Item 3 – INTERNAL – Consideration and action pertaining to approval of nominees for the Surprise Recreation Campus Hall of Fame**

Assistant Director Paul Frie gave a presentation on the Surprise Recreation Campus Hall of Fame nominees. The presentation included the Hall of Fame policy, eligibility and a list of the nominations.

Commissioner Wayne Turner asked City staff if it was possible to provide spring training season passes to non-player nominees as an extra thank you. City staff will contact Sports and Tourism with the request.

Roll call vote to approve nominees: Chair Brent Bailey - approve, Wayne Tuner - approve, Ron Jensen - approve, Vice-Chair Patricia Blaisdell - approve, Matthew Ives – approve. 5 yes approvals. Motion carried.

#### **Item 4 – CITYWIDE – Discussion and review of Parks and Recreation Programming Plan.**

Assistant Director Paul Frie gave a brief explanation of what the Programming Plan is and how it applies to our reaccreditation process for CAPRA. Paul opened the floor to the commission to answer any questions they had about the plan. Discussion included:

Commissioner Wayne Turner stated he thought it was a great plan. Assistant Director Paul Frie added that the plan moving forward is to provide this document to any new members who join the

commission and will serve as a great tool for new commission members to understand how our department runs.

Chair Brent Bailey specifically loved reading the accomplishments and future plans. Brent asked about how funds are distributed to parks and rec each year. Assistant Director Paul Frie explained that we try to use what we have the year before and include increases in our projections for the next budget. Director Holly Osborn further explained that typically budget projections include 3 - 5% increase, but are also based on packages and what we ask for. With only having a certain allotment, our team prioritizes our asks. Holly explained that it is a balance of what we know council wants, what we know our team can deliver and what we know we need to be successful.

Chair Brent Bailey asked if a need for more staff has been identified. Director Holly Osborn shared that one areas in need of additional staff is park rangers and outdoor recreation programming. Assistant Director Shannon Gaul added that utilizing the new AI technology would help us support the need for staff by being able to track how many people visit our parks, to then know when those peak hours are to then be able to better schedule Park Rangers. Director Holly Osborn added that with that technology and tracking, it would be a valuable tool allowing us to be able to better allocate our resources based on park and facility usage.

Commissioner Matthew Ives asked if the department has a target percentile of revenue generating vs. expenses. Director Holly Osborn explained that each fee depends on the cost recovery model associated with it. She also referred him to the chart in the programming plan for further detail.

Matthew Ives also asked if there is any talk about offering more competitive sports to generate more fees. Director Holly Osborn explained that our model is geared more toward the recreational experience and that our niche is from a development standpoint encouraging participants to try every sport. She further explained that with limited facility access, we do not have the capacity to take that on.

## OTHER BUSINESS

None

## ADJOURNMENT

Motion to adjourn – Chair Brent Bailey. 2<sup>nd</sup> Matthew Ives. 5 yes votes. Motion carried.

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Chair Brent Bailey, Parks and Recreation Advisory Commission

### ATTEST:

\_\_\_\_\_  
Holly Osborn, Director  
Parks & Recreation

### CERTIFICATION:

I, Stacy Cieszynski, Management Analyst for the City of Surprise Parks and Recreation Department, Maricopa County, Arizona, do hereby verify that these are the true and

correct minutes of the Parks and Recreation  
Advisory Commission meeting held on  
January 22, 2024.

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Stacy Cieszynski, Management Analyst



**CITY OF SURPRISE  
Parks and Recreation Advisory Commission**

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Council Meeting Date: April 22, 2024                      Contact Person:  
Submitting Department: Parks and Recreation              District: Internal  
Staff Recommendations: None

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Consent: No              Regular: Yes              Public Hearing: No              Report/Discussion: No

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**Agenda Wording:**

Discussion and action pertaining to selecting a date for the Parks & Recreation Advisory Commission Strategic Plan Workshop.

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**Motion:**

I move to select \_\_\_\_\_ as the date for the Parks and Recreation Advisory Commission Strategic Plan Workshop

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**Background:**

Discuss the strategic plan of the city of Surprise and Parks and Recreation to develop a framework for the Parks and Recreation Commission and select a date for Strategic Plan workshop.

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**Objective Analysis:**

Discuss the strategic plan of the city of Surprise and Parks and Recreation to develop a framework for the Parks and Recreation Commission and select a date for Strategic Plan workshop.

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**Policy Compliant:**

Per the boards and commissions handbook the City Council has the following expectations of its appointed boards and commissions:

- Provide citizens’ perspectives on issues;
  - Prioritize options for Council and refine recommendations;
  - Enable citizens to contribute their expertise to the community;
  - Advise Council on policy matters;
  - Act in full accordance with all the powers and duties established in City Code; and
  - Comply with the Open Meetings Law, laws governing public bodies and the City policies and procedures.
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**Financial Impact:**

No impact with this item

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**Budget Impact:**

No impact with this item

**FTE Impact:**

No impact with this item

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**ATTACHMENTS:**

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